

# Maximizing Sales Talent to Accelerate Growth Breakout Session

Where should I sit?

Are you focused on the development of:

- New sales talent (first 3 years):
  - Sit at tables on the right side of the room
- Talent with 5+ years of experience:
  - Sit at tables on the left side of the room



2025

Distribution and Marketing Conference  
Breakout Session

# Maximizing Sales Talent to Accelerate Growth





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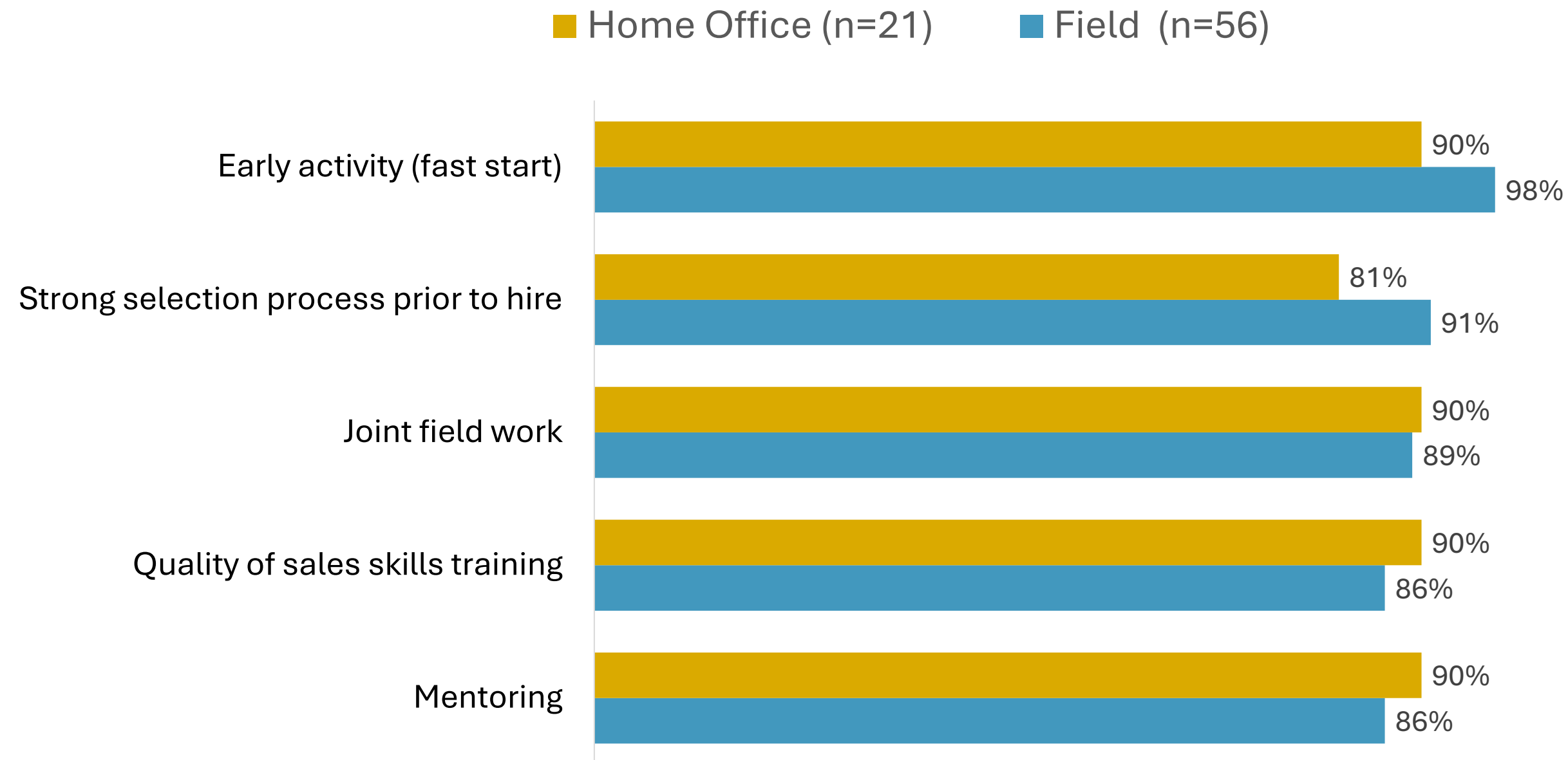
# What Factors Impact Financial Professional Retention?

- Successful onboarding and early retention of financial professionals is key for maintaining top talent.
- Field leaders identified 5 key success predictors that most greatly influence the two-year retention rate for financial professionals.
- **86%** of leaders strongly believe the quality of sales skills training impacts early retention.

1	Early activity (fast start)
2	Strong selection process prior to hire
3	Joint field work
4	Quality of sales skills training
5	Mentoring

# Home Office and Field Professionals are Aligned

Percent of leaders who believe the listed factors have a large impact on two-year FP retention\*



\*Leaders rated the factor a 4 or 5 on a five-point scale, with 5 being the greatest impact



# Round Table Discussion Questions – 10 minutes

- Do these resonate with you (early activity, strong selection, joint field work, quality of sales skills training, mentoring)? Why or why not?
- What has helped you be successful in improving retention?
- What does a successful sales skills training program look like at your company?
- Are there other predictors of sales success that you've observed in your organization? If so, what are they?

# Organizational Growth a Top Strategic Priority

Joint report by  
BCG and LIMRA



**BCG** BOSTON  
CONSULTING  
GROUP

In 2023, executives identified  
growth as a top priority



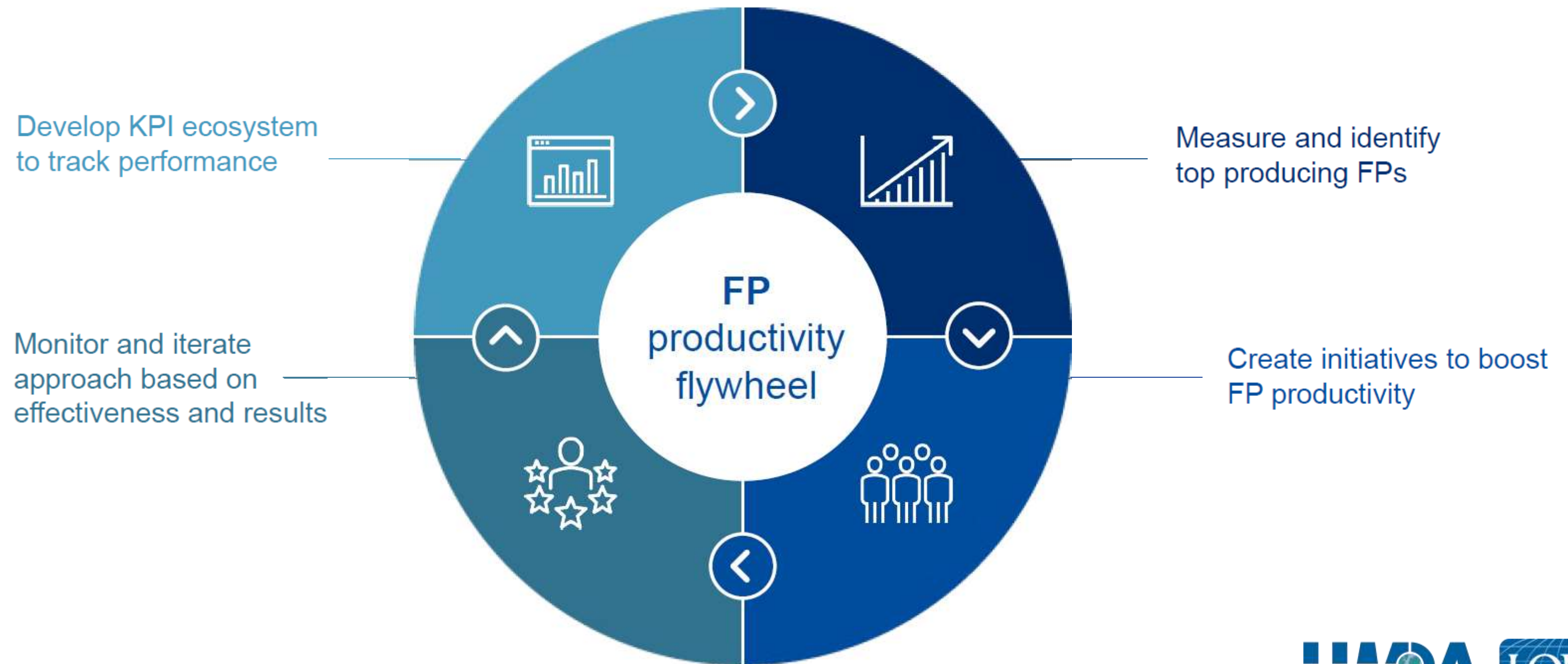
*Sales growth and profitability  
are a top strategic priority for  
us. One of the main levers we  
can pull to achieve that is  
[financial professional]  
productivity.*

—AVP, Brokerage Sales

*As executives seek profitable growth, investing in effective sales training plays a key role.*

# A Systematic Approach Increases Productivity

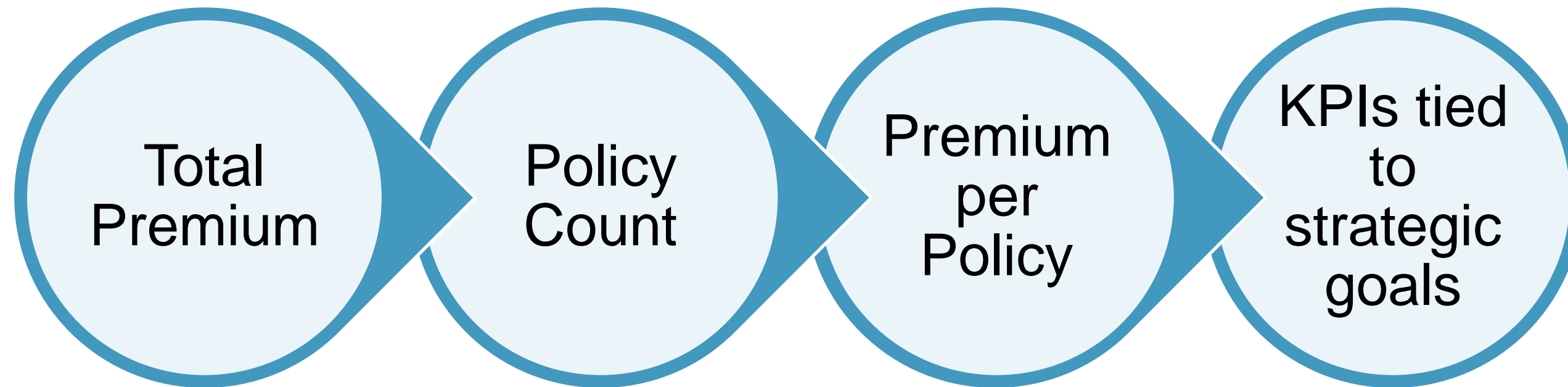
**Productivity ecosystem** | Leading carriers create a systematic approach for identifying initiatives to increase the productivity of their financial professionals





# Productivity Measurements That Matter

**Defining productivity** | Carriers use total premium, policy count, and premium per policy to track financial professional productivity; additional KPIs depend on strategic goals



# **Quality** Sales Skills Training Makes All the Difference

**Your sales training should be:**

**Relevant**

**Engaging**

**Effective**



# Our First-Hand Experience with the Impact of Sales Training

**25+%**

**Increases on  
average across the  
board\***

**\*Productivity impact recorded with over  
three dozen companies**

**Premium  
32% increase**

**Policies  
17% increase**

**Retention  
21% increase**

# Our First-Hand Experience with the Impact of Sales Training

43%

Higher production rates for those who completed sales effectiveness training.

94%

Higher production rate from those who utilized assessments and sales effectiveness training together.





# Round Table Discussion Questions – 15 minutes

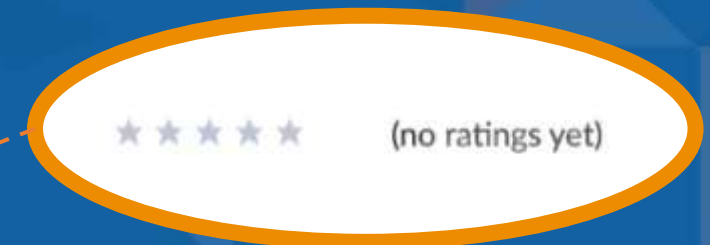
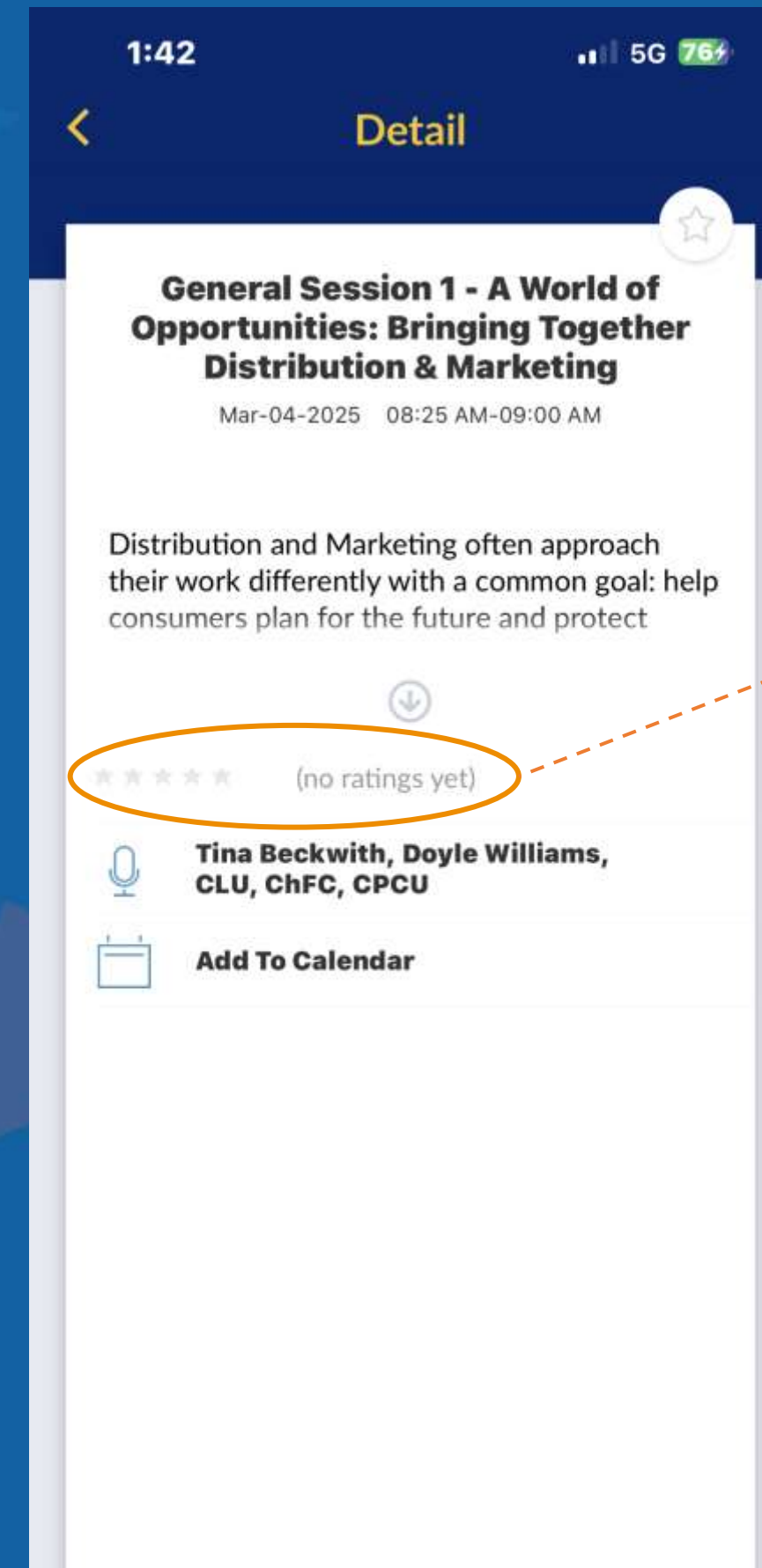
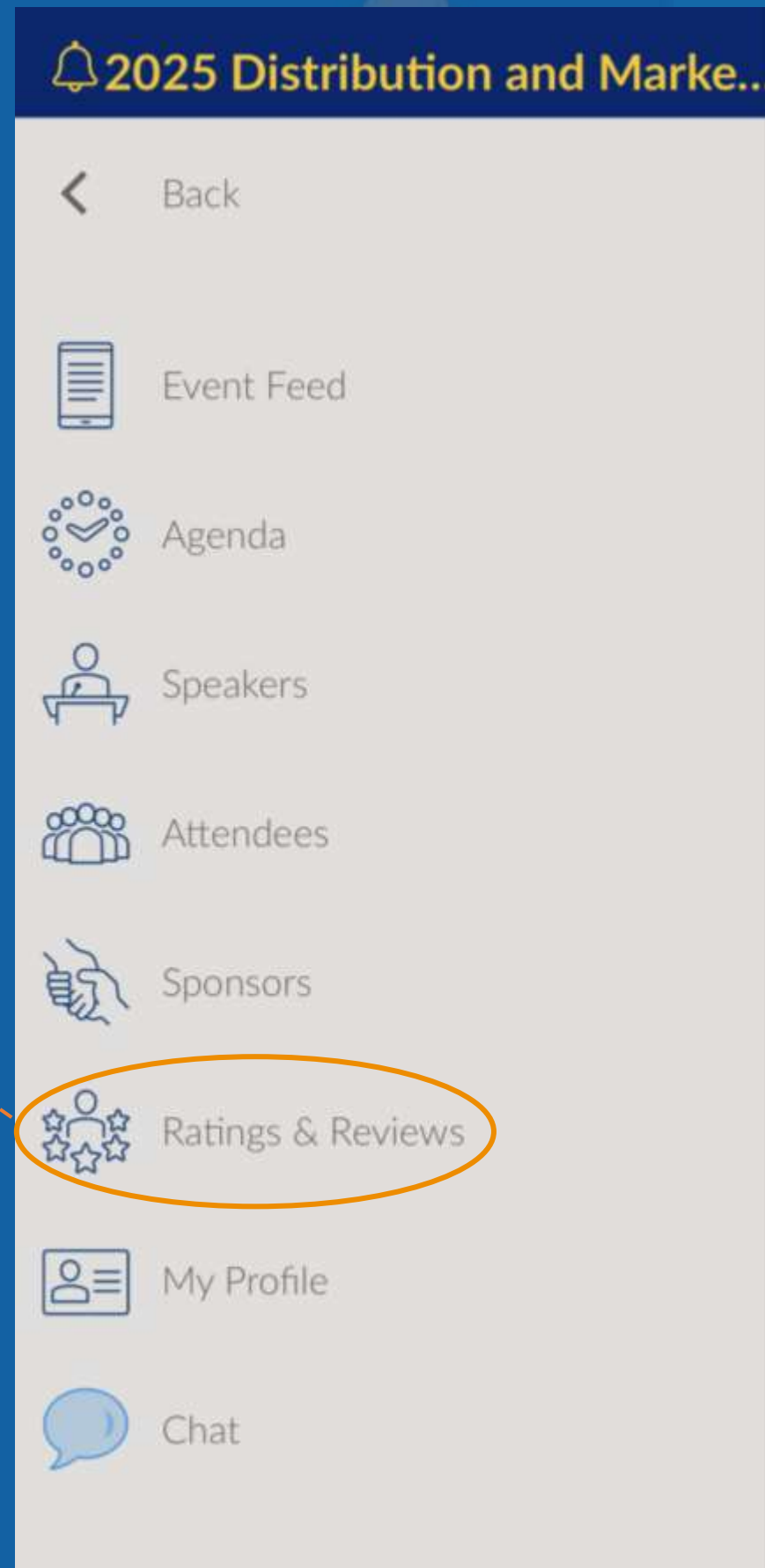
- What issues are your organization currently facing as it pertains to sales effectiveness, productivity and/or retention?
- What is your organization doing to address these issues?
- What non-proprietary training approaches, tools, resources, strategies, etc. have been well received and had a big impact on productivity in your organization?

# Table Team Sharing – 10 minutes

- What were some of the common issues organizations at your table are facing as it pertains to sales effectiveness?
- What were some solutions (ie. strategies, tools, resources) companies are implementing that are proving to be effective for advisor productivity and retention?



# Please Provide Your Feedback on the Conference App



# Thank You





# Actionable Insights That Yield Success

## Financial Professional Retention Strategies



Build on the areas of agreement between the field and home office.



Explore ways to assess personal characteristics earlier in the selection process.



Review language and messaging to recruits.



Explore new (and revitalize old) forms of mentoring and joint work.



Provide multiple affiliation models within your system as a way to attract and retain high performers.



Agree on what a “good” retention rate is for your company and distribution system.